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Rolight appointed exclusive distributor for Elation Professional in the Netherlands

Elation Professional is pleased to announce that AV equipment supplier Rolight has been named the new exclusive distributor of Elation lighting products in the Netherlands. The agreement, which went into effect on January 1, 2023, also encompasses Elation's atmospheric effects brand Magmatic.

Based in Enschede, the Netherlands, Rolight specializes in supplying the Dutch market with high-quality lighting, video and audio equipment. A carefully selected range of premium brands and a continuous commitment to provide tailored advice and excellent assistance to each customer have enabled Rolight to distinguish itself on the market, making entertainment innovations available for everyone for over 40 years.



Left to right: Annemarie Kanon (Sales Consultant, Rolight), Rick Blind (Sales Consultant, Rolight), Jessy Nelder (Sales Consultant, Rolight), Bert Schmeits (Key Account Manager Benelux, Elation), Erwin Sasburg (Purchaser, Rolight), Robin Eijlders (Project and Sales Manager, Rolight), Rolof Tilanus (Project Consultant, Rolight)

Rolight provides professional equipment to a wide range of different market segments, including theatres, rental, touring and AV installation companies. "The new partnership with Elation will help us strengthen both our lighting and effect product ranges, offering our clients



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a greater variety of options and strengthening our position as one of the leading providers of professional lighting equipment on the market,” stated Robin Eijlders, Project and Sales Manager at Rolight. “Through this partnership, we’ll be able to further our goal of supplying our customers with products that stand out in terms of quality and innovation, ensuring they can take their projects and events to the next level. Furthermore, we believe that just like Rolight, Elation shares the same philosophy of providing customers with the best value and service.”

Besides providing customers with a wider selection of products, the new partnership will also allow Rolight to provide clients even greater attention while offering them an even greater customer experience. "It will enable our experienced consultants to focus even further on each customer's needs, working with them in order to find the best solution and thereby contributing to their projects even better," Eijlders concludes.

Rolight

Josink Kolkweg 10
7545 PR Enschede
The Netherlands
+31(0)53 432 06 44
info@rolight.nl
www.rolight.nl

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry. Elation products continue to be a part of the industry's most exciting projects across the globe. We invite you to take a closer look at www.elationlighting.com

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com



www.ElationLighting.com

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Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Professional Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com